## WNCT S

3221 S. Evans St. Greenville, NC 27834 252-355-8500

And:

Washington, DC 20007 3050 K Street Northwest **Great American Media** 

3221 South Evans Street Greenville, NC 27834 (252) 355-8542 WNCT

## CONTRACT

DSCC Product Contract / Revision 955142 25330272 Alt Order #

POL/DSCC IE 10/25/16 - 10/31/16 Contract Dates Advertiser 5595 Estimate # Original Date / Revision 10/17/16 / 10/20/16

WNCT EOM/EOC Special Handling Billing Cycle <u>Demographic</u> Property Billing Calendar Broadcast Katz Washington Account Executive Cash Katz/Washingto Sales Office Cash/Trade

IN3307/TO232 9913721 Agency Ref Agy Code Adults 35+ 49 Advertiser Code Advertiser Ref 53 Product 1/2

|            |       |        |  |                       |      | <u>Rate</u><br>\$325.00            | Spots/Week<br>5           | <u>Weekdays</u><br>ΜΤωΤΕ                           | End Date<br>10/31/16   | Start Date End Date Weekday Week: 10/25/16 10/31/16 MTWTF   |
|------------|-------|--------|--|-----------------------|------|------------------------------------|---------------------------|--|--|---|
| \$1,625.00 | ζη    | Z<br>S |  | :30                   |      | 7a-9a                              | /orning                   | 6 CBS This N                                       | /16 10/31/1  | 5 WNCT 10/25/16 10/31/16 CBS This Morning   |
| \$1,275.00 | ω     | Z<br>Z |  | :30                   |      | 6a-7a<br><u>Rate</u><br>\$425.00   | © 6a<br>Spots/Week<br>3   | 6 Local News Weekdays MTWTF                        | VNCT 10/25/16 10/31/16 Local No. <u>Start Date End Date Weekdays</u> 10/25/16 10/31/16 MTWTF | 4 WNCT 10/25/16 10/31/16 Local News @ 6a<br>Start Date End Date Weekdays Spotential                     |
| \$1,275.00 | ω     | Z<br>S | ACCOUNTS AND ACCOU | :30                   |      | 6a-7a<br><u>Rate</u><br>\$425.00   | © 6a<br>Spots/Week<br>3   | 6 Local News<br>Weekdays<br>MTWTF                  | VNCT 10/25/16 10/31/16 Local No. Start Date End Date Weekdays 10/25/16 10/31/16 MTWTF        | 3 WNCT 10/25/16 10/31/16 Local News @ 6a Start Date End Date Weekdays Spo Week: 10/25/16 10/31/16 MTwTF |
| \$400.00   | N     | Z<br>S |  | :30                   |      | 530a-6a<br><u>Rate</u><br>\$200.00 | @ 530a<br>Spots/Week<br>2 | 6 Local News<br>Weekdays<br>MTWTF                  | NCT 10/25/16 10/31/16 Local No. Start Date   | 2 WNCT 10/25/16 10/31/16 Local News @ 530a  Start Date  |
| \$280.00   | 2     | N<br>N |  | :30                   |      | 5a-530a<br><u>Rate</u><br>\$140.00 | © 5a<br>Spots/Week<br>2   | WNCT 10/25/16 10/31/16 Local News @ 5a  Start Date | /16 10/31/1<br><u>End Date</u><br>10/31/16   | 1 WNCT 10/25/16 10/31/16 Local No. 10/31/16 Start Date End Date Weekday Week: 10/25/16 10/31/16 MTWTF   |
| Amount     | Spots | Type S | Rate Rtn TypeSpots   | Spots/<br>Length Week | Days | Start/End<br>Time                  | ח                         | ate Descriptio                                     | Date End Da  | *Line Ch Start Date End Date Description  |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Nowithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity. LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies



3221 S. Evans St. (252) 355-8542 Greenville, NC. 27834 252-355-8500

Start/End

Spots/

WNG Icom Greenville, NC 27834 WNCT 3221 South Evans Street

|                     | Contract / Revision | Alt Order #              |
|---------------------|---------------------|--------------------------|
|                     | 955142 / 1          | 25330272                 |
| Contract Dates      | Product             | Estimate #               |
| 10/25/16 - 10/31/16 | DSCC                | 5595                     |
| Advertiser          | <u>S</u>            | Original Date / Revision |
| POL/DSCC IE         |                     | 10/17/16 / 10/20/16      |
|                     |                     |                          |

| \$1,200.00 | ω       | Z             |                  | :30                         | 530p-6p                               | 6 Local News @ 530p                             | 13 WNCT 10/25/16 10/31/16  |
|------------|---------|---------------|------------------|-----------------------------|---------------------------------------|---|--|
| \$800.00   | 2       | Z             |                  | :30                         | 5p-530p<br>Rate<br>\$400.00           | 6 Local News @ 5p Weekdays Spots/Week MTWTF 2   | 12 WNCT 10/25/16 10/31/16  Start Date End Date 1 Week: 10/25/16 10/31/16       |
| \$1,200.00 | ω       | Z<br>S        |                  | :30                         | 4p-5p<br><u>Rate</u><br>\$400.00      | 6 Dr Phil Weekdays Spots/Week MTwTF 3           | 11 WNCT 10/25/16 10/31/16  Start Date End Date 1 Week: 10/25/16 10/31/16 1     |
| \$400.00   |         | Z<br>S        |                  | :30                         | 9a-1030a<br><u>Rate</u><br>\$400.00   | 6 CBS Sunday Morning Weekdays Spots/Week        | 10 WNCT 10/25/16 10/31/16  Start Date End Date Week: 10/25/16 10/31/16         |
| \$400.00   | <b></b> | Z             |                  | :30                         | 9a-1030a<br><u>Rate</u><br>\$400.00   | 6 CBS Sunday Morning Weekdays Spots/Week        | 9 WNCT 10/25/16 10/31/16<br>Start Date End Date 1<br>Week: 10/25/16 10/31/16   |
| \$2,340.00 | ω       | M             |                  | :30                         | 1230p-130p<br><u>Rate</u><br>\$780.00 | 6 Y&R Weekdays Spots/Week MTWTF 3               | 8 WNCT 10/25/16 10/31/16<br>Start Date End Date Veek: 10/25/16 10/31/16        |
|            |         |               |                  |                             |                                       | 25  | Credited made good on lines 22-25  |
|            |         | NN            | \$550.00         | MTUWThF:30                  | 11a-12p                               | 25<br>16 Price is Right                         | Credited made good on lines 22-25 WNCT 10/25/16-10/31/16                       |
|            |         | NN            | \$550.00         | MTuWThF:30                  | 11a-12p                               | 25<br>16 Price is Right                         | Credited made good on lines 22-25 2 WNCT 10/25/16-10/31/16                     |
|            |         | Type<br>NM    | Rate<br>\$550.00 | Weekdays Length MTuWThF :30 | Start/End Time<br>11a-12p             | <u>Description</u><br>16 Price is Right         | <u>Spot Ch</u> <u>Date Range</u><br>1 WNCT 10/25/16-10/31/16                   |
| \$0.00     | 0       | Z<br>S        |                  | :30                         | 11a-12p<br><u>Rate</u><br>\$550.00    | Meekdays Spots/Week                             | E 7 WNCT 10/25/16 10/31/16  Start Date End Date Week: 10/25/16 10/31/16        |
| \$1,050.00 | ω       | Z<br>S        |                  | :30                         | 10a-11a<br><u>Rate</u><br>\$350.00    | S Let's Make a Deal Weekdays Spots/Week MTWTF 3 | 6 WNCT 10/25/16 10/31/16<br>Start Date End Date 1<br>Week: 10/25/16 10/31/16 I |
|            |         |               |                  |                             | Rate                                  | Weekdays Spots/Week                             | Start Date End Date  |
| Amount     | Spots   | Rtn TypeSpots | Rate R           | Days Length Week            | Time                                  | te Description                                  | *Line Ch Start Date End Date Description                                       |

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LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WNCT Side GAROUNA GAROUNA

3221 S. Evans St. (252) 355-8542 Greenville, NC 2/834 252-355-8500 WNC Tacom Greenville, NC 27834 WNCT 3221 South Evans Street

Advertiser POL/DSCC IE 10/25/16 - 10/31/16 Contract Dates DSCC Product Contract / Revision 955142 Original Date / Revision 10/17/16 5595 Estimate # 25330272 Alt Order# / 10/20/16

|            |         |                    |                       | \$500.00                  |                 | S                                  | 10/31/16             | Week: 10/25/16                      |
|------------|---------|--------------------|-----------------------|---------------------------|-----------------|------------------------------------|----------------------|-------------------------------------|
| \$500.00   | _       | ZM                 | :30                   | 12n-1p<br>Rate            | Spots/Week      | 16 NFL Today<br>Weekdays           | 10/31/<br>nd Date    | N 23 WNCT 10/25/16<br>Start Date E  |
|            |         |                    |                       | Rate<br>\$600.00          | Spots/Week<br>1 | Weekdays                           | End Date<br>10/31/16 | Start Date<br>Week: 10/25/16        |
| \$600.00   | _       | MN                 | :30                   | 330p-7p                   |                 | 16 SEC Football                    | /16 10/29/16         | N 22 WNCT 10/29/16                  |
|            |         |                    |                       | <u>Rate</u><br>\$50.00    | Spots/Week<br>4 |                                    |                      | Start Date<br>Week: 10/25/16        |
| \$200.00   | 4       | MN                 | :30                   | 1235a-135a                | how             | 16 Late Late Show                  | /16 10/31/16         | 21 WNCT 10/25/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$450.00   | Spots/Week<br>1 | Weekdays<br>MTWTF                  | End Date<br>10/31/16 | Start Date<br>Week: 10/25/16        |
| \$450.00   |         | MN                 | :30                   | 1135p-1235a               |                 | 16 Late Show                       | /16 10/31/16         | 20 WNCT 10/25/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$400.00   | Spots/Week      | Weekdays<br>S-                     | End Date<br>10/31/16 | <u>Start Date</u><br>Week: 10/25/16 |
| \$400.00   | _       | MN                 | :30                   | 11p-1135p                 |                 | 16 LN Sa                           | 10/29/1              | 19 WNCT 10/29/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$700.00   | Spots/Week      | Weekdays<br>MTWTF                  | End Date<br>10/31/16 | <u>Start Date</u><br>Week: 10/25/16 |
| \$700.00   | _       | MN                 | :30                   | 11p-1135p                 | @ 11p           | l6 Local News @ 11p                | /16 10/31/16         | 18 WNCT 10/25/16                    |
|            |         |                    |                       | Rate<br>\$2,750.00        | Spots/Week<br>1 | Weekdays<br>S                      | End Date<br>10/31/16 | <u>Start Date</u><br>Week: 10/25/16 |
| \$2,750.00 | h       | MN                 | :30                   | 7p-8p                     |                 | l6 60 Minutes                      | /16 10/31/1          | 17 WNCT 10/25/16 10/31/16           |
|            |         |                    |                       | <u>Rate</u><br>\$4,750.00 | Spots/Week      | - אויו                             | ⊘ ⊃                  |                                     |
| \$4,750.00 | <u></u> | MN                 | :30                   | 8p-9p                     |                 | 6 NCIS                             | /16 10/31/16         | 16 WNCT 10/25/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$850.00   | Spots/Week<br>2 | Weekdays<br>MTWTF                  | End Date<br>10/31/16 | Start Date Week: 10/25/16           |
| \$1,700.00 | 8       | NM                 | :30                   | 730p-8p                   | 7               | 10/31/16 Family Feud               |                      | 15 WNCT 10/25/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$1,000.00 | Spots/Week 1    | Weekdays<br>MTwTF                  | End Date<br>10/31/16 | Start Date<br>Week: 10/25/16        |
| \$1,000.00 | _       | MN                 | :30                   | 6p-630p                   | d9 @            | 6 Local News @ 6p                  | /16 10/31/16         | 14 WNCT 10/25/16                    |
|            |         |                    |                       | <u>Rate</u><br>\$400.00   | Spots/Week<br>3 | Weekdays<br>MTWTF                  | End Date<br>10/31/16 | Start Date<br>Week: 10/25/16        |
| Amount     | Spots   | Rate Rtn TypeSpots | Spots/<br>Length Week | Start/End Time Days       | ו               | Ch Start Date End Date Description | Date End D           | *Line Ch Start                      |

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3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500 WNG Lcom Greenville, NC 27834 WNCT 3221 South Evans Street

|                     | Contract / Davision | X + O.24.2. +            |
|---------------------|---------------------|--------------------------|
|                     | Contract / Revision | Alt Order #              |
|                     | 955142 / 1          | 25330272                 |
| Contract Dates      | Product             | Estimate #               |
| 10/25/16 - 10/31/16 | DSCC                | 5595                     |
| Advertiser          | <u>Origi</u>        | Original Date / Revision |
| POL/DSCC IE         | 10.                 | 10/17/16 / 10/20/16      |

|                | N 25 WNCT 10/25/16 10/31/16 M-F 430a-5a News  Start Date | N 24 WNCT 10/25/16 10/31/16 Late Show  Start Date | *Line Ch Start Date End Date Description |
|----------------|--|---|--|
|                | 430a-5a<br>eek <u>Rate</u><br>\$100.00                   | 1135p-1235a<br><u>eek</u> <u>Rate</u><br>\$450,00 | Start/End<br>Time                        |
| Totals 0.00    | :30  | :30   | Spots/<br>Days Length Week               |
|                | NM   | MN  | s/<br>k Rate Rtn TypeSpots               |
| 47 \$25,845.00 |  |   |  |
| ,845.00        | \$100.00   | \$450.00  | Amount                                   |

| Spots | Gross Amount      | Agency Comm.                                    | Net Amount                                    |
|-------|-------------------|---|---|
| 37    | \$21,500.00       | (\$3,225.00)                                    | \$18,275.00                                   |
| 10    | \$4,345.00        | (\$651.75)                                      | \$3,693.25                                    |
| 47    | 00 ave            | 136 060 Ce/                                     | 2000000                                       |
|       | Spots<br>37<br>10 | Spots Gross Amount 37 \$21,500.00 10 \$4,345.00 | Gross Amount Age<br>\$21,500.00<br>\$4,345.00 |

Signature:

Date:

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125 West 55th St New York, NY 10019

Contract # 25330272 Agency: Great American Media CPE: 49/53/5595 Changes as of: 10/19/2016 at 4:56 PM Flight: 10/25/16 - 10/31/16

Advertiser: DSCCIE

Version: Highlighting Revision 2
Station: WNCT

Market: Greenville/New Bern/Wash Office: WASHINGTON

Total Spots: 47

Total \$: \$25,845.00

Total CPP: \$0.00

Product: DSCC

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

Comments: New Order - Addition to current schedule ISSUE - DSCC PLS CFM T/R JACOB

Agency Order #: 5469949

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

Assistant: JACOB ROTH 212-373-8175

Total GRP:

Separation: Traffic #: 955142

|     | <b>*</b> | 47 \$25 \$45 OD \$0 OD | 17    | 7             | TOTALS: 47 | TOTA           |          |                    |                            |        |
|-----|----------|------------------------|-------|---------------|------------|----------------|----------|--------------------|----------------------------|--------|
|     | \$0.00   | \$100.00               |       |               | 30 0 %     | 0.0 30 0 🛊     | \$100.00 | News               | Tu-F,M<br>REV+ 25 4:30a-5a | REV+ 2 |
|     | \$0.00   | \$450.00               | _     |               | 30 0 - 1   | 0.0            | \$450.00 | Late Show          | REV+ 24 11:35p-12:35a      | REV+ 2 |
|     | \$0.00   | \$500.00               |       |               | 30 0≱ 1    | 0.0            | \$500.00 | NFL Today          | Su<br>REV+ 23 12n-1p       | REV+ 2 |
|     | \$0.00   | \$600.00               |       |               | 0.0 30 0 7 | 0.0            | \$600.00 | SEC Footbal        | REV+ 22 3:30p-7p           | REV+2  |
|     | \$0.00   | \$0.00                 | 0     | <u>&gt;0</u>  | 30 3 ▶ 0   | 0              | \$550,00 | The Price is Right | REV- 7 11a-12n             | REV-   |
| GRP | СРР      | \$                     | Spots |               | Len 10/25  | A35P<br>Rating | Rate F   | DP Program         | # Day/Time DI              |        |
| -   | :        | Total                  | Total | 10/25 - 10/25 |            |                |          |                    |                            |        |



Contract # 25330272 Agency: Great American Media CPE: 49/53/5595 Changes as of: 10/19/2016 at 4:56 PM

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007 Product: DSCC

Agency Order #: 5469949

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

Advertiser: DSCC IE Flight: 10/25/16 - 10/31/16

Market: Greenville/New Bern/Wash

Office: WASHINGTON

Version: Highlighting Revision 2
Station: WNCT

Total \$: \$25,845.00

Total Spots: 47 Total CPP: \$0.00

Total GRP:

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE Assistant: JACOB ROTH 212-373-8175

Traffic #: 955142 Separation:

Special Instructions

| Date/Time Added by  10/19/16 4:56 PM JACOB ROTH  10/19/16 3:01 PM Jennifer Layman  10/14/16 8:59 AM JACOB ROTH | :                           | Order Level Comments   |
|--|-----------------------------|--|
|  |                             | Comment  |
|  |                             | New Order - Addition to current schedule ISSUE - DSCC PLS CFM  |
|  | <u> </u>                    | T/R JACOB  |
|  |                             | overbought   |
|  |                             | Line 7 3x Price is Right \$550   |
|  |                             | total \$1650   |
|  |                             | can make good as:  |
|  |                             | 1x Sat 10/29 330p-7p SEC Football \$600<br>1x Sun 10/30 12n-1p NFL Today \$500<br>1x 1135p Late Show \$450<br>1x 430a news \$100 |
|  |                             | \$1650   |
| 1  |                             | New Order - Addition to current schedule  ISSUE - DISCC  PI S CFM  |
| 10/1/1/2 8:50 M  |                             | T/R JACOB  |
| 10/14/18 8-50 AM   IACOR DOTE  |                             | New Order - Addition to current schedule<br>ISSUE - DSCC<br>Pt S. CFM  |
| 10/ 14/ 10 0.30 Alst   | 10/14/16 8:59 AM JACOB ROTH | T/R JACOB  |

| WITN: | WFXI: 9% | WCTI: 24% | ENCT: 1% | Comment: | WNCT Share: 29% | Market Budget: \$89,121 |                         |
|-------|----------|-----------|----------|----------|-----------------|-------------------------|-------------------------|
| 37%   | 9%       | 24%       | 1%       |          | 29%             | \$89,121                | Competitive Information |

| 0.0 | N/A | \$25,845.00     | 47     | 100%      | Total    |
|-----|-----|-----------------|--------|-----------|----------|
| 0.0 | N/A | \$25,845.00     | 47     | 100%      |          |
| GRP | CPP | Dollars         | Spots  | % Distrib | Day/Time |
|     |     | Daypart Summary | Daypar |           |          |

| \$25,845.00 | 47              | Total    |
|-------------|-----------------|----------|
| \$25,845.00 | 47              | 2016-Oct |
| Dollars     | Spots           | Month    |
| nary        | Monthly Summary |          |

SE THE SOL

125 West 55th St New York, NY 10019

Contract # 25330272 CPE: 49/53/5595 Agency: Great American Media GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC

Product: DSCC

Changes as of: 10/19/2016 at 4:56 PM Flight: 10/25/16 - 10/31/16 Advertiser: DSCC IE

Market: Greenville/New Bern/Wash Office: WASHINGTON

Version: Highlighting Revision 2
Station: WNCT

Total CPP: \$0.00

Total Spots: 47

Total \$: \$25,845.00

Total GRP: Traffic #: 955142

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

Agency Order #: 5469949

Transaction History

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

Separation:

| Non-Discrimination<br>Policy  | New                         | Revision   | Queued for<br>Electronic<br>Contracting  | Makegood 1                       | Revision  | Trans                       |
|---|-----------------------------|--|--|----------------------------------|---|-----------------------------|
| PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. | 10/14/16 8:57 AM            | 10/14/16 8:59 AM   | 10/14/16 9:04 AM   | 10/19/16 3:01 PN                 | 10/19/16 4:56 PN  | Created/Received Created by |
|   | 10/14/16 8:57 AM JACOB ROTH | 10/14/16 8:59 AM JACOB ROTH  | A  | 10/19/16 3:01 PM Jennifer Layman | 10/19/16 4:56 PM JACOB ROTH   | d Created by                |
|   | New                         | Confirmed  | 77.74.74   | Sent To Rep                      | Revised   | Status                      |
|   | 46                          |  |  |                                  | 1   | Spot+                       |
|   |                             |  |  |                                  |   | Spot-                       |
|   | \$25,845.00                 | \$0  | \$0  | \$0                              | \$0   | \$ Chg                      |
|   | \$25,845,00                 | \$25,845.00  | \$0  | \$25,845.00                      | \$25,845.00   | Contract \$                 |
|   |                             | Changes; Product from issue to DSCC, Demo Meta to [R16], User Entered \$ from \$0,00 to \$25,845.00, Default Spot Length to 30, Comments from Separation: 30 to New Order - Addition to current schedule  ISSUE - DSCC PLS CFM PLS CFM 00 T/R JACOB. 5 buylines added or modified. | The state of the s |                                  | \$25,845.00 Changes: Total Spots from 46 to 47. 5 buylines added or modified. | \$ Comment                  |